



this is about
HUMANITY



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Media Contact:

Karen Higareda

khigareda@crossborderxpress.com

619-779-2111

CBX and This is About Humanity fundraise and donate more than \$100k to fight food insecurity at the U.S.-Mexico border

October 13, 2023, SAN DIEGO – [Cross Border Xpress \(CBX\)](#) and This is About Humanity (TIAH) reiterated their commitment to the communities at the U.S. Mexico border by delivering a check for \$102k to the Tijuana Sin Hambre organization: this fundraiser and matching fund effort results from the fourth edition of the Warm Hearts Warm Meals campaign.

Since 2020, both organizations have partnered with the International Community Foundation (ICF) to find an effective way to provide food security for vulnerable families and children at the U.S.-Mexico border. Last year, they collectively raised more than \$75,000, benefiting over 65,217 people.

Around the world, conflict, climate extremes, and economic shocks continue to intensify food insecurity and malnutrition trends. The U.S. border region is no exception especially because migration strains already fragile systems. The latest statistics indicate that 13.4% of the population in Baja California lacks access to quality, nutritious food (CONEVAL).

The Warm Hearts Warm Meals campaign will benefit Fundación Tijuana Sin Hambre for a second year in a row. This Tijuana-based non-profit operates a kitchen that provides more than 3 thousand warm, nutritious meals daily from Monday through Saturday, supporting 18 migrant shelters. TIAH and ICF support year-long operations that provide 1 million meals a year.

CBX and TIAH once again pledged to match donations up to \$25,000. CBX staff invited passengers to join the cause and donate when purchasing their cross-border tickets from June to August. The response from passengers exceeded expectations, with more than fifty-two thousand dollars raised in this short time.

"We are thrilled to be in the position to support our community. CBX has transformed the way people travel between Southern California and Mexico, and in gratitude to the travelers and residents taking advantage of this corridor, we are eager to contribute to those who need help," said CBX CEO Jorge Goytortua.

TIAH Co-Founder Yolanda Selene Walther-Meade expressed, "This is About Humanity is proud to be a part of this collective food relief kitchen, which is an innovative example of what cross-border philanthropy can look like, whether at the Calibaja US-Mexico border or elsewhere in the world."

ICF's Senior Program Officer McKenzie Campbell also stated, "ICF is proud to be part of this heartfelt collective effort to dignify and nourish food insecure families and individuals on the move with nutritious, warm meals."

Maru Rique, Founder of Tijuana Sin Hambre, said, "Tijuana Sin Hambre deeply appreciates the ongoing support and commitment of ICF, TIAH, and CBX in feeding more children, families, and vulnerable communities."

This year's donation of \$102,458.80 will benefit more than ninety thousand people in our community.

About Cross Border Xpress:

CBX is a direct, secure border crossing between San Diego and the Tijuana International Airport (TIJ) for ticketed airline passengers only, offering airline passengers a convenient alternative to accessing the airport in contrast to the congested land ports of entry at San Ysidro and Otay Mesa. By flying through the Tijuana airport and crossing via CBX to connect to San Diego, passengers can enjoy an international travel experience at a domestic flight rate, with savings ranging from 30 to 50 percent compared to other airports in Southern California. CBX is designed and operated consistent with U.S. and international security standards. U.S. Customs and Border Protection operations are located within the CBX facility in the United States, and Mexican Immigration and Customs are located at the Tijuana International Airport. SENTRI, Global Entry and I-94 services are available for northbound passengers.

About This is About Humanity

This is About Humanity (TIAH) is a movement started in 2018 whose original mission of raising awareness, funds and efforts for the separated/reunified families humanitarian crisis broadened during Covid to include the most expansive definition of vulnerable communities. TIAH has successfully launched a series of innovative cross-border matching grant initiatives with Calibaja corporate and non-profit partners addressing health, PPE, education, mental health, the LGBTQI+ community, and food insecurity. TIAH efforts support over 40 non-profit organizations on both sides of the border from Tijuana to Los Angeles with services in the aforementioned areas, as well as providing legal services, housing, and other essential needs. @thisisabouthumanity www.thisisabouthumanity.com

About the International Community Foundation

Founded in 1990, the International Community Foundation (ICF) is a nonprofit organization with a mission to work across borders to connect people, ideas, and investments in the transformative power of community. With over 30 years of experience, ICF has the ability to identify trustworthy grantees, a vast network of partners in the region, and long-standing relationships with nonprofit organizations and community leaders at the border and beyond. Its team, which has lived and traveled throughout Mexico and Latin America, offers unique cultural insights and first-hand knowledge of the communities, initiatives, and programs the organization supports, not to mention the dedication to strengthening a community's ability to transform regions for themselves. ICF has successfully granted over \$130 million to hundreds of nonprofit organizations throughout Mexico and other Latin American countries.

@ICFDN www.icfdn.org

About Fundación Tijuana Sin Hambre

Officially established during the pandemic, Fundación Tijuana Sin Hambre is a nonprofit organization with a mission to save lives by eliminating hunger through prevention, detection, and treatment of malnutrition in Tijuana, Baja California, Mexico. To achieve a hunger-free Tijuana, Fundación Tijuana Sin Hambre is committed to forming alliances on both sides of the border between civil society organizations, private companies, foundations, farmers' associations, and other community groups, so that they join the fight against hunger.

@fundaciontijuanasinhambre www.fundaciontijuanasinhambre.org

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